Date:

# COMMUNICATIONS & ENGAGEMENT BRIEF

### Project: *Title Here*

Brief owner(s):

C&E Lead(s):

## Background

*Information about project or initiative approach or strategy to provide context.*

## Objectives

*Main objectives of the C&E activity, and specific objectives for stakeholder groups.*

Comms & Engagement Requirements:

*At a high level, what are the C&E requirements, for example:*

*Creative concept – visual and message palette. Comms assets for broadcast and sharing including, for example email communications, webpage, video, presentation deck.*

## Target & Channels

*Key stakeholder groups and which channels are appropriate to them.*

## What do they think, feel, do now?

*To help us construct the content, we need to understand a bit more about the target market – the ‘before and after’*

**Think** (beliefs and understanding)

**Feel** (emotions)

**Do** (actions and behaviours)

## What would we like them to think, feel, do after the activity?

**Think** (beliefs and understanding)

**Feel** (emotions)

**Do** (actions and behaviours)

## Brand and Tone of Voice

*The concept should be compliant with UoG brand guidelines and publishing criteria such as accessibility.*

*Our tone of voice should be positive, engaging, friendly, collegiate. Under no circumstances should it hold a patronizing or diminishing tone. However, we may want to ‘dial up’ elements, for example, this may be time sensitive, so we want the content to provide impetus and clear deadlines.*

## Success Measurements

*How will we know our C&E activity is successful? For example, behavioral measures such as open rates, views and visits (website/email) or sentiment-based.*

## Timescales

Brief developed and agreed xx date

Assets and content developed xx date

All assets approved xx date

Activity begins xx date